

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
July 19, 2007**

Directors Present	Joel Fisher, Vice President	Avalon
	Jeff Rouze, Treasurer	Historic Hollywood Hillview, LLC
	Ron Radachy	Oasis of Hollywood
	Bill Hertz	Mann Theatres
	Nathan Korman	1723 Wilcox
	Hilary Royce	Church of Scientology International
	Alan Sieroty	Sieroty Company
	Thaddeus Smith	The Music Box Theater
	John Tronson	Tronson Investment Group
Directors Absent	Monica Yamada, President	CIM Group, Inc.
	Captain Clay Farrell	LAPD- (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
	Chris Bonbright	Whitley Court Partners
	Lynda Bybee	Metro
	Jose Malagon, Secretary	Hollywood Media Center
	Tom Leaper	RBZ- (Ex-officio Member)
	Frank Stephan	Clarett Group
	Tej Sundher	Hollywood Wax Museum
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Dawn Hardwick	HPOA
	Joe Mariani	HPOA
	Mike Harkins	Andrews International, BID Security
Guests	Don Duckworth	Sunset and Vine Business Improvement District
	Deputy Chief Ken Gardner	LAPD

**I. Call to Order**

The meeting was called to order at 4:12 P.M. by Vice President Joel Fisher. The Agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

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Note: All Appendices referenced in these minutes are attached to the official minutes in the HPOA Staff Office.

II. Approval of Minutes

It was moved by John Tronson, seconded by Thaddeus Smith and **CARRIED to approve the minutes from the June 21, 2007 meeting.** [unanimous]

III. Open Forum

Deputy Police Chief Gardner introduced himself to the board as the new Deputy Chief of West Bureau. Chief Gardner ensured the board that he would continue to work with the Hollywood Community Police Station to continue efforts to improve the safety and quality of life in Hollywood. Among these efforts the Chief informed the board that the station would soon be increasing the number of gang officers and coverage to seven days a week.

IV. Treasurer's Report

Jeff Rouze and Kerry Morrison presented the financial statements for the period ending June 30, 2007.

It was moved by John Tronson, seconded by Jeff Rouze and **CARRIED to approve the Treasurer's Report.** [unanimous]

Morrison reported to the board that a proposed amendment to the human resources budget would be covered in Executive Session.

V. Committee Reports

A. Security Committee

1. Update from Andrews International: Mike Harkins distributed to the board arrest statistics. Harkins pointed out to the group that 62% of the arrests in the Hollywood BID were related to Alcohol, and that 75-80% of arrests that are made are due to alcohol related issues (example: drinking in public, urinating in public). Harkins informed the board that, to-date, the officers have made 871 arrests in the Hollywood Entertainment District alone, and have only received one complaint which was later unfounded. Harkins also reported that the officers have logged a 3:1 ratio of social service referrals to arrests. At a recent Homeless CPAB committee meeting, which Harkins attended, it was hypothesized that the recent increase in the homeless community in Hollywood has been caused by West Hollywood's Sheriffs enforcement of laws against homeless individuals. Harkins assured the board that Andrews will continue it's efforts to try and work with agencies to give those members of the homeless community in Hollywood alternative options besides going to jail. John Tronson commended Harkins and Andrews on the outstanding job and example they have demonstrated.

2. Joe Mariani presented to the board a demonstration of the recently acquired Accendo software from SFW. With the software, Mariani explained that the BID would now have the capability to better keep track of parcel owners and security issues. A live demonstration is scheduled to occur at the August 2007 board meeting.

**B. Streetscape Committee**

1. Possible Stage Lights Removal: Hilary Royce explained that the Streetscape Committee felt that the stage lights along Hollywood Boulevard needed to be removed due to the fact that they have aged and are currently not being utilized or repaired. The Streetscape Committee wishes to obtain bids from contractors to see what the cost would be to remove them from the boulevard, with the board's approval.

It was moved by Hilary Royce, seconded by Alan Sieroty and **CARRIED to authorize the Streetscape Committee to obtain bids to have the stage lights along Hollywood Boulevard removed.** [unanimous]

2. Discussion Regarding Clean Street Contract: Royce notified the board that there had been a recent "breach in contract" with the maintenance provider, Clean Street. Sarah MacPherson explained that the vendor eliminated one of the Day Porters from the staff configuration outlined in the Clean Street Contract. MacPherson has since communicated with Clean Street and they have resolved the staffing. However, MacPherson recommended to the group that an RFP process may be in order, sooner than the anticipated date of August, 2008. Morrison backed the recommendation, stating that an RFP would help give the group more realistic cost figures to work with during the BID Renewal process. Staff will continue to monitor the vendor's performance and advise the Streetscape Committee of their recommendations.

3. Consider HED Support Toward "Citizen Pigeon:" Royce informed the board that since the last board meeting, the Streetscape Committee had met with Laura Dodson, Argyle Civic Association, and learned more about the Citizen Pigeon program. MacPherson devised a recommended donation of \$5,000, based upon pressure washing costs in the BID area. MacPherson recommended that the donation be given with a time limit and that it be contingent upon the Argyle Civic Association obtaining the total funding for the program (\$60,000) before it was distributed. Thaddeus Smith invited those in attendance to the rooftop of the Music Box Theatre at the Fonda for a press conference that would be occurring July 30, 2007 at 9:00 AM in order to inform local citizens and media outlets of the program and how it would benefit the area.

It was moved by Hilary Royce, seconded by John Tronson and **CARRIED to approve that the HPOA would donate \$5,000 to the Argyle Civic Association based on the group receiving total funding of \$60,000 within a one year period to meet the Citizen Pigeon program costs.** [unanimous]

**C. Nominating Committee**

1. Report from Nominating Committee: John Tronson and Kerry Morrison reported that the letters had gone out to the property owners seeking applications for the board. The deadline for the applications to be returned to the HPOA office is Thursday, July 25, 2007. The other two members of the Nominating Committee are Thaddeus Smith and Michel Bolour.

VI. New Business

A. Marketing Activities

1. Chamber's Christmas and Holiday Plans: Thaddeus Smith reported that currently the Chamber of Commerce was leaning toward having a tree lighting ceremony in the Hollywood and Highland complex. Smith explained that an earlier event would go on in the day to keep those in attendance around for the lighting ceremony. In addition to this, the Chamber will be lighting stars on the boulevard. In order to accomplish this the Chamber was seeking the aid of local businesses and the BID to see if the HPOA could potentially assume the costs of lighting 20 stars at a cost of \$2,000 a star. The board agreed to consider the proposition and noted that the item would be placed on next month's agenda as an action item.

2. Report on Annual Visitors Guide/Map: Morrison informed the board that costs for this year's guide and map were met thanks to the late entry of "Corporate Sponsor" OPI, who paid \$20,000 to be listed as the "Official Nail Lacquer of the Hollywood Entertainment District." The company would be given a prime spot on the map, including a front cover listing. The map is currently being printed and copies would be distributed at the next board meeting.

B. BID Renewal Activities

1. First Meeting: Morrison showed the board the "Hollywood Entertainment District Decade I Timeline" which had recently been completed. The timeline would be used as a collateral piece to promote BID Renewal. Morrison notified the board that the first BID renewal meeting would be held Wednesday, July 25, 2007. Morrison sought the board's input on how the committee should be run, given Brown Act requirements. In past years the committee had been a separate entity from the board with HPOA staff serving as the link. Morrison went over the pros and cons of various forms for the board. John Tronson suggested that the committee be kept separate from the board. The suggestion was noted, and Morrison told the board she would also research a "Hybrid Approach" whereby the committee would function independently of the Board, but would report in on a monthly basis. In this instance, the Brown Act would not govern the committee's decision making. The board was also notified that sometime in August, MacPherson would be conducting an "Alley Vision" presentation for alley owners in the new BID to see if a possible alley assessment could be passed.

VII. Report from Executive Director

A. Report on Activities Related to Central Hollywood Coalition: Morrison informed the board that activities were going very well. MacPherson, since returning to full-time status, has developed a great relationship with the Streetscape Committee and Board and has really helped the group accomplish some of their current goals.

B. Distribution of Board Handbook: Morrison directed the group's attention to their Board Handbooks. If there were any questions or concerns the group was encouraged to contact the HPOA staff at their offices, (323) 463-6767.

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C. Consider Date Change of August Board Meeting: Morrison suggested moving the August Board Meeting from the scheduled date of Thursday, August 16, 2007 to the following Thursday, August 23, 2007, given her vacation schedule. A quorum count was taken and the movement of the date was approved.

D. Staff Change: Morrison informed the board that due to personnel issues the HPOA's former Communications Director had been released. Morrison has since found a replacement director, Katie Zandona, who will be joining the HPOA staff in early August.

VIII. Executive Session

Please see Executive Session Minutes.

IX. Next Meeting

The next meeting was scheduled for Thursday, August 23, 2007 at 4:00 P.M. in the Taft Building, 1680 Vine Street, Suite 200.

X. Adjournment

The meeting was adjourned by Vice President Joel Fisher at 5:45 P.M.